

40-68 SILVER STREET READING

PURPOSE BUILT STUDENT ACCOMMODATION MANAGEMENT PLAN

March 2020



PRESTIGE
student living

2.0 The Residence

The Residence (student accommodation at 40-68 Silver Street) will be managed in conjunction with the development at 79 Silver Street to create a safe and enjoyable environment for its occupants whilst respecting their needs for privacy and social activity. The residence and its occupants acknowledge and respect the privacy of adjoining residents and businesses and will ensure these rights are not compromised by their actions.

2.1 The Site

The site is situated at the Southern edge of Reading Town Centre on the west side of Silver Street. The surrounding land use is comprised of residential apartments (Platinum Apartments, Rimaud House and Hiett Close) to the North, West and South with offices at Winsor Square across Silver Street opposite the site. The site is within walking or cycling distance of the University of Reading's main (Whitenights) campus and is within 200m of the University's London Road site. It is well served by frequent bus services using Silver Street with bus stops in close proximity to the site.

2.2 The Design

The new building will present an attractive frontage to Silver Street which will relate well to the context of the street and provide a more urban character. The ground floor of the building will have an active street entrance with accessible and management areas which will create a vibrant frontage.

Cycle Store

There will be a covered cycle storage facility within the secured site boundary. Broxap galvanised heavy duty sheffield cycle stands are proposed. They are suitable for locking both wheels and cycle frame and will be set within a minimum 300mm thick cast in-situ concrete base. All of the cycle stands will have natural passive surveillance from the courtyard area and front entrance. Access is controlled to the site with a dedicated entrance and it will be clearly signed with appropriate 'monitored by CCTV' signage which will be prominently displayed around the building.

Bin Store and Refuse

The bin store will be a secured area close to the frontage of the site accessed from a designated walkway. Eurobins will be provided with locks and will be secured by management once full. Lockable steel doors will be provided with fob access for student entry. The bin area will be monitored by the CCTV system. Bins will be collected weekly on a contract with a private or council operated refuse collection organisation at a specified time-slot. The management team will bring the bins to a holding area at the front of the site on collection days to ensure easy collection by the refuse collectors. Once the bins

have been collected they will be returned to the secure bin store by the management team.

Mail and Letter Boxes DAD

2020-16 individual mail boxes will be installed at the main entrance to the building which are certified SBD compliant. Overall dimensions are 270x165x380mm and will be set within the wall and located at ground level within the secure entrance lobby.

CCTV

A full CCTV installation system will be implemented across the site with 24/7 recording facilities. This will be monitored on site by management. A specialist CCTV contractor and consultant will prepare a report outlining the proposed installation system covering camera type, positioning and recording equipment placement and secure access. This additional element could form part of a conditional approval prior to occupation. The scheme proposed will have no obstructions to surveillance and no 'hiding places'. Recesses have been kept to a minimum to deter congregation points and non-surveyable areas.

Access Control

As befitting a development with a shared communal entrance, the scheme will employ DDA compliant access control systems throughout which will be specified with integrated colour camera and audio. The system will have fob access with keypad code and/or key over-ride. The reception and all rooms in the development will be provided with a colour screen access phone linked to the main entrance. The specifications for access control will be SBD compliant and provide battery back-up to the resident access control system and all electric locking mechanism associated to the system. The backup facility will enable the system to operate for a minimum of 6 hours in the event of a power failure. As required, in the event of an initial power failure, the doors will remain locked and in the secure mode but will revert to a safe (unlocked) mode after the back-up battery life ends.

2.3 Accommodating DDA Students

The accommodation has been designed to accommodate disabled students with lift access to all floors and a dedicated kerb-side drop off-area which will be used on move in days. Designated lifts will be DDA compliant and there will be an accessible unit for wheelchair users on the ground floor; 1 unit will be adapted for wheelchairs users and 4 units capable of being adapted as required in the future.

Site Management and Procedures

3.0 On Site Staffing

It is proposed the site will be managed by:

- A dedicated property manager for both schemes at 79 and 40-68 Silver Street who will lead the management team and be at the property from Monday to Friday during office hours.
- Outside of office hours, the security team will be able to deal with any emergencies relating to anti-social behaviour and other emergencies.
- Resident wardens – these will be student occupants who will receive a discounted rent to carry out a defined set of duties.

This will provide robust 24/7 management of the site to ensure that the property is managed professionally from day one to alleviate the impact on the local community.

The management of the two student housing schemes at 79 and 40-68 Silver Street site will involve a single (full time) employee working across these two sites which are directly opposite each other. The employee will have some support (notably in respect of controlling any inappropriate student behaviour) from nominated student wardens (typically older/ postgraduate students) living within each site.

3.1 Noise and Anti-social Behaviour

We recognise that there are a number of residences and businesses in close proximity to the site but the continual presence of the site management and security team will ensure that local residents always have a point of contact should there be any issues relating to noise or anti-social behaviour so they can be dealt with promptly and efficiently.

3.2 Community

The management team will actively seek to engage with local residents, resident's associations and community organisations. In addition to working closely with the local people, the management team will hold regular meetings with local residents and groups to discuss and address any issues that may arise.

3.3 Car Parking

No students will be allowed to bring vehicles to the site or park locally. Students will not be permitted to bring cars to the site under the terms of the tenancy agreement.

Students will be encouraged and accommodated to use more sustainable means of transport such as cycling, walking and using buses throughout their tenancy.

A typical extract from a tenancy agreement that will be used is set out below:

“4.31 To strictly adhere to the parking restrictions set out in this clause:

4.31.1 Not park any car or other motorised vehicle at/within the grounds of the Building nor have daily usage or ownership of a private motor vehicle in Reading during the Tenancy Period.

4.31.2 Not to leave or park or permit to be left or parked so as to cause any obstruction in or on any approach roads or passageways adjacent or leading to the Building any motor car, motor cycle or other vehicle belonging to or used by the Tenant or by any of their friends, servants or visitors.

4.31.3 The Student is permitted to hire or borrow motorised vehicles in Reading on an occasional and temporary basis. Hired or borrowed vehicles must not be parked within a 1-mile radius of the Building.

4.31.4 Car usage will be subject to regular monitoring. Breach of clauses 4.31.1, 4.31.2 and 4.31.3 will be a breach of planning conditions attached to the Building and will be treated as a serious breach of the tenancy agreement. This in turn may lead to the Landlord making an application to the court for possession of the Accommodation.”

3.4 Management

Whilst the management team will aim to create a welcoming environment for all the students, any anti-social behaviour will not be tolerated and any residents breaching the clear and strict rules and regulations outlined within their tenancy agreement will lose their accommodation.

The management will be supported by an off-site team who will deal with the marketing of the property and any serious tenancy enforcement issues.

3.5 Out of Hours Management

The management team will operate a 24/7 help desk which will link through to the property manager, security and maintenance staff will be on a call out rota to attend out of hour calls, for example when there is a fire alarm or the heating fails.

A few rooms will be subsidised and provide accommodation for resident wardens who will be responsible for monitoring student behaviour and assisting those who need advisory

services.

3.6 Security

CCTV cameras in and around the building will be channeled back to a dedicated room at the rear of the reception to allow continuous monitoring and playback of incidents as required.

There will be an electronic access control system to prevent unauthorised access into this area.

3.7 Inspection

All communal areas will be inspected weekly and a traffic light system i.e. green, amber and red will be used to control cleanliness levels. This will ensure that the accommodation conforms to hygienic regulations and minimises pest control issues. Amenity and landscaped areas will also be inspected and maintained regularly by the contracted cleaning company.

At the end of every break in occupation the rooms will be inspected, repaired and deep cleaned in readiness for the next occupier.

3.8 Repairs

The property will have Property Services Assistants (PSA's) based off site but on call to attend as required to carry out any maintenance and testing of the fire alarm and emergency lighting systems. The PSA's will be backed up by specialist's subcontractors for gas, electrical testing, water treatment risk assessments, fire extinguisher and fire alarm maintenance etc. who will attend site on an as needed basis.

There will be a sinking fund in place to deal with major repairs which will be organised by the building owner. This will include internal and external decoration; re-carpeting; new furniture and roof, window and fabric works as the building ages. This will ensure that the building is maintained and kept in a safe, working state.

3.9 Health & Safety

Designated staff will have comprehensive first aid, fire management and incident management training. Procedure manuals will incorporate local contact details for police and emergency services.

The site will be operated to the following BSI accreditations including ISO9001: Quality Management; ISO14001: Environmental Management and OHSAS 18001: Health & Safety Management. The management take Health and Safety and statutory compliance very seriously with regular assessments and audits carried out relating to such items as:

- Fire Risk Assessments

- Health & Safety Risk Assessments including COSHH, PAT testing and Gas Safety Certification
- Legionellosis (water) Risk Assessment
- Fixed Electrical Testing
- Emergency Lighting Testing

The property will be subject to regular statutory compliance reports.

All students will attend a welcome event which covers the issue of a customised 'Resident Handbook'; incorporating information on fire safety; general health & safety rules; good neighbourliness; respect and to provide familiarisation with the amenities, building and neighbouring areas along with cycling and public transport routes.

3.10 Minimum Operational Standards

The site will be managed to the Unipol ANUK Code of Standards for Larger Developments for Student Accommodation. The Code sets out the main elements of good management practice.

Its key features include:

- Health and Safety
- Maintenance and repairs
- The relationships between managers and their student tenants

It also aims to assist students in understanding both the standards and procedures which apply to their accommodation, as well as their obligations as tenants.

3.11 Neighbourhood and Community

The management team will actively seek to engage with local tenants and resident's associations and community organisations. In addition to working closely with local people, the management team will hold regular meetings with local residents and groups to discuss and address any issues.

The amenity areas including common room will be subject to a curfew at night. This will be managed by the security team.

There will be CCTV cameras covering this area as well as around the perimeter of the building to increase surveillance of students in and around the property.

The management team will have robust procedures in place to manage this and the terms of the license means that we can fine and if necessary expel repeat offender students or take criminal proceedings if appropriate. Management will operate a deposit and guarantor policy which provides further security relating to student behaviour.

They will also actively engage with student representatives via regular consultations to listen to their concerns and suggestions and at the same time provide feedback to the students on any incidents or underlying issues.

3.12 Move-In / Out Process

Student move in's will be a managed process over two weekends each academic year. To stagger arrivals, each student will be advised of a date and time to take up occupancy of their room.

The off-street parking spaces being provided at both sites no. 40 and 79 will allow for limited and controlled use by those working at or maintaining either of the sites and will also be utilised (in a closely programmed manner) for loading/ unloading by students at start and end of term. These pre-planned arrangements will mostly be programmed on Sundays when access pressures on Silver Street are lowest and some availability of on street parking can be anticipated.

During 'move in' days the management team will provide an increased management presence and in order to minimise disruption will provide a methodical approach to the appointment times so that students can arrive, unload and receive a supporting information pack relating to nearby long-stay parking positions and public transport routes.

If students and parents do not comply with these timings the management company will reserve the right to refuse access. The move in process will be meticulously planned so that all students don't arrive at once.

Public car parks are available within walking distance of the site for longer term parking during and post drop off.

4.0 Tenancy Agreements

Student applications will be processed with deposits required and guarantors in place as soon as the tenancy agreement is signed.

Each student will sign up to a tenancy agreement which bounds them to rules and codes of conduct during their stay at the residences.

Where students breach the agreement, there will be escalating levels of enforcement which will include deductions from their deposits, written and final warnings and ultimately expulsions.

5.0 Travel Management Principles

A travel plan is a general term for a package of measures tailored to the needs of an

individual site and occupiers aimed at promoting more environmentally friendly travel choices and reducing overall reliance on the private car.

In the case of residential developments, including student accommodation, procedures for monitoring travel behaviour and implementing actions and measures for change can be inappropriate. This is especially true at student accommodation where tenants can often change each year. This travel plan aims to ensure that physical measures are implemented at the development and information on opportunities for non-car means of transport are provided to the residents.

The aim of a travel plan is to bring the following benefits to the development and its occupants:

- Reduce traffic generated by the development;
- Reduced congestion and journey times;
- Promote healthy lifestyles and a sustainable community;
- Increase the use of alternative modes of travel.

Reading University has a travel plan therefore the students will be encouraged to take advantage of the travel measures and incentives offered by the University. The University also provides students with travel information pages on their intranet system. Promotion of this information will be included in the Student Travel Information Packs and noticeboard.

Overall Travel Plan Management

The operator of the student accommodation will have overall responsibility for implementing the travel plan.

Travel Plan Coordinator

The travel plan coordinator will be required to promote the travel plan at the student accommodation. This will include encouraging sustainable travel and providing publicity information to all student residents and staff employed on the site.

The accommodation manager will be required to fund and appoint a travel plan coordinator. The coordinator will either be a member of the management company team or an external transport consultant. The accommodation manager will be responsible for funding the travel plan coordinator role for a period of five years after first occupation of the site. Once appointed, the accommodation managers will pass on the contact details of the travel plan coordinator to Reading Borough Council.

The travel plan coordinator will be the point of contact for all students travel related queries. Contact details of the travel plan coordinator will therefore be provided within travel information packs issued to all students upon occupation. The contact details of the travel plan coordinator will also be provided on the student travel noticeboards.

The travel plan coordinator duties will include:

- Updating student travel noticeboards as required;
- Issuing and updating student and staff travel information packs as required;
- Carrying out PTP for all students and staff as required;
- Arranging an annual travel event;
- Issuing a travel newsletter to all student residents at the start of each term;
- Monitoring use of cycle parking. Determining if additional cycle parking can be added if required;
- Monitoring use of on-site parking to make sure this is not abused;
- Liaise with local cycle shops and bus operators to determine if discounts can be obtained
- Undertaking annual travel surveys and comparing against targets; and
- Reporting back to Reading Borough Council on progress of Travel Plan.

Tenancy Agreement

Adherence to the principles of the travel plan will form part of the tenant agreements for each student at the accommodation. This will include details of the on and off site parking restrictions to prevent students bringing cars to Reading.

Implementation

The physical measures set out in this travel plan will be provided by the accommodation operator of the site, prior to occupation of the development. The student accommodation team will also promote the travel plan when residents are inquiring about living at Silver Street. The ongoing implementation of the travel plan will be undertaken by the travel plan coordinator appointed for the student accommodation.

Travel Information Packs

Each student will be provided with a Student Travel Information Pack upon arrival at the accommodation. This pack will include travel information explaining the accessibility to surrounding area, University buildings and local facilities by the various travel options available, along with incentives to encourage travel by non-car means. The Information Packs will be provided by the appointed accommodation managers and will be issued to each new student who moves into the building. The Travel Information Packs will also be issued to all staff prior to them working at the site.

The Travel Information Packs will include:

- Details of the on-site cycle parking provision
- Rules around car parking on-site and off-site and details of drop off/pick up at start and end of term
- Local facilities plan;
- Information and plans of pedestrian routes to local services;
- Information and plans of cycle routes in the local area;
- Details of free cycle training available;
- Information on local and national bus and train services, including maps, timetables and contact details;
- Details of travelwise website;
- Details of any travel discounts available to students and staff; and
- Details of local taxi and other private hire firms.

The packs will be presented with a clear environmental message, reflecting the ideals of sustainable development. The economic and health benefits of travelling by more sustainable means will also be highlighted.

The management team will also make the information packs available and on display when students are inquiring about staying in the accommodation.

The travel plan coordinator will be required to keep the information in the Travel Packs up to date.

Personalised Travel Planning

The travel plan coordinator will offer students and staff the ability to be given Personalised Travel Planning (PTP). The Coordinator will advertise this at the annual travel event at the start of the academic year. Students will be able to sign up to a specific time slot and then have a one to one meeting with the travel plan coordinator to discuss their travel needs. The Coordinator will then be able to provide them with assistance on the travel options available to them.

Travel Targets

As the student accommodation is going to be car free the level of car trips to/from the site will be very low. Also as a result of the proximity of the University buildings and the city centre to the accommodation the majority of students are likely to walk to/from the site.

Year on year targets cannot be set as students will vary each year however the key targets will remain the same for the life of the Travel Plan.

Travel Plan Monitoring

Student travel surveys will be undertaken by the travel plan coordinator annually each October for a period of five years to determine whether the travel measures in place are encouraging alternative means of travel.

The travel survey questions will be agreed with Travel Plan Officers at Reading Borough Council prior to undertaking the survey, however are likely to include the following:

- Home location (when not at University);
- How they travel between home and student accommodation;
- How they travel between student accommodation and University buildings and the city centre;
- Whether they own a car and bring it to Reading;
- Whether they have any travel related concerns;
- What their awareness is to the various travel measures in place at the student accommodation.

The travel plan coordinator will also monitor the usage of the cycle parking on site and the travel behaviour at the start and end of each term in terms of vehicles travelling on to the site to drop off/pick up

Within one month of completing the student travel survey the travel plan coordinator will produce a short monitoring report to be submitted to travel plan officers at Reading Borough Council for review and feedback. If the report indicates that targets are not met additional travel measures will be agreed between the travel plan coordinator and the Council.

During the course of the year the Coordinator will also liaise with the Council to make sure that any travel events in the city are being marketed to the students.



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